



## Interpretive Media Institute



Engagement through professional groups



IMI Staff meeting



Servicewide exhibits course

### Purpose

The Interpretive Media Institute will expand the media capacity of the National Park Service by providing to parks and partners media knowledge, standards, and professional learning opportunities.

### Objectives

Through the Interpretive Media Institute, Harpers Ferry Center will use its interdisciplinary workforce to address the comprehensive interpretive planning and media needs of the National Park Service. IMI will foster:

- High and consistent planning and media standards for the NPS.
- The development of media systems — standard designs, templates, components for use in many parks .
- Partnering with professional associations, universities, institutions, contractors, state and local parks, and international park professionals.
- Information sharing with clients and partners.
- Diverse opinion in interpretive media theory and practice.
- Networking with media specialists, interpreters, and communicators from outside Harpers Ferry Center.
- Media evaluation to measure visitor experience and outcomes.
- A collegial environment for NPS media professionals by:
  - Recognizing individual authorship and achievement
  - Encouraging speaking, writing, and publishing
  - Building corporate knowledge through internships, mentoring, and training.

### Interpretive Media Institute Offerings

- Training and Conferences — formal learning opportunities such as courses and professional meetings
- HFC *Speaker Series* — topics of professional interest at HFC monthly
- Media Consultation — advice on specific media projects
- Project Roundtables — interdisciplinary review and evaluation of projects
- Published Documents — standards, guidelines, and white papers
- Media Development Software — specialized applications for media professionals
- Internships/Details — opportunities to work closely with HFC specialists